ENSEMBLE TRAVEL™ Group

Ensemble Travel® Group ClientSite Quick Start Guide

How to Add, Edit, Publish, and Delete Content Using Your ClientSite Content Management System

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Table of Contents

1. OVERVIEW 1

1.1. INSTALLING THE CMS EDITOR IN A WEB BROWSER 3

1.2. ACCESSING THE CMS 6

2. USING THE CONTENT MANAGEMENT SYSTEM 7

2.1. LOGGING IN 7

2.2. UNDERSTANDING THE CMS WORKAREA 9

2.3. UNDERSTANDING THE CMS EDITOR 11

2.4. UNDERSTANDING THE CONTENT PUBLISHING PROCESS 12

2.5. USING THE CMS TO EDIT, ADD AND DELETE CONTENT 15

2.6. ADDING IMAGES 22

2.7. ADDING HYPERLINKS 27

2.8. CHANGING YOUR PASSWORD/USER PROFILE 35

3. HELP & OTHER RESOURCES 37

1. Overview

Intended Audience

The intended audience for the document is Web content authors and administrators who are responsible for creating or managing your ClientSite content. No technical knowledge or experience is assumed or required.

About This Guide

This purpose of this document is to provide an overview of how to add, edit, publish, and delete content from your Ensemble Travel® Group ClientSite. This document is intended as a "quick start" guide only. As such, it does not provide an exhaustive description of all ClientSite functionality and features.

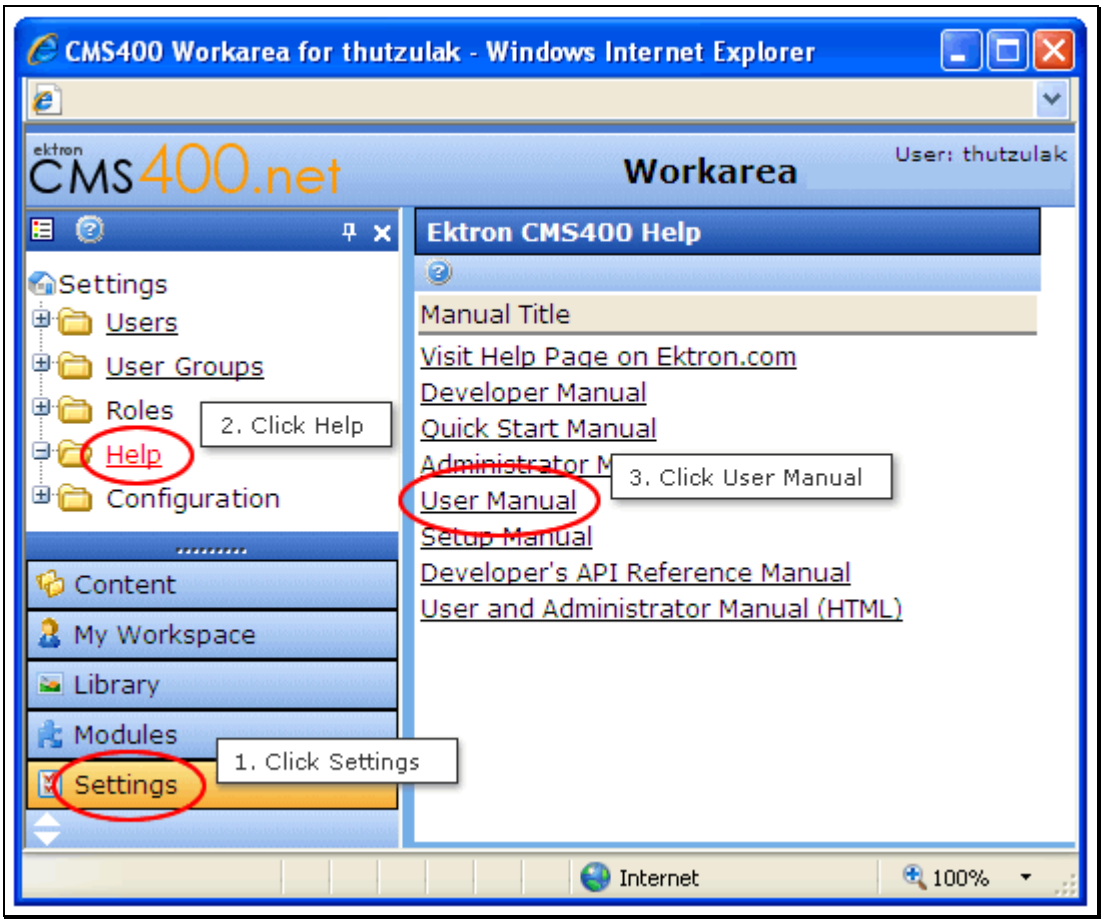
The Purpose of a Content Management System (CMS)

Your ClientSite provides content authors and administrators with an easy-to-use and powerful tool – a content management system (CMS) – to publish and manage Web content without learning HTML and graphic design skills. The CMS can also provide advanced functionality, such as content search, multi-lingual content, management of metadata tags, RSS syndication, simple form/poll creation, (limited) management of navigation menus, automated content archival, display of content lists, blogs, and more.

Where to Find Help

A comprehensive reference manual describing all functionality and features of your ClientSite is available:

- Online, (once you've logged into your ClientSite) by clicking on User Manual from the Help link in the Settings section of the CMS Workarea of your ClientSite.



- In PDF format, upon request.
- In person, see Section 3 Help & Other Resources on page 37.

1.1. Installing the CMS Editor in a Web Browser

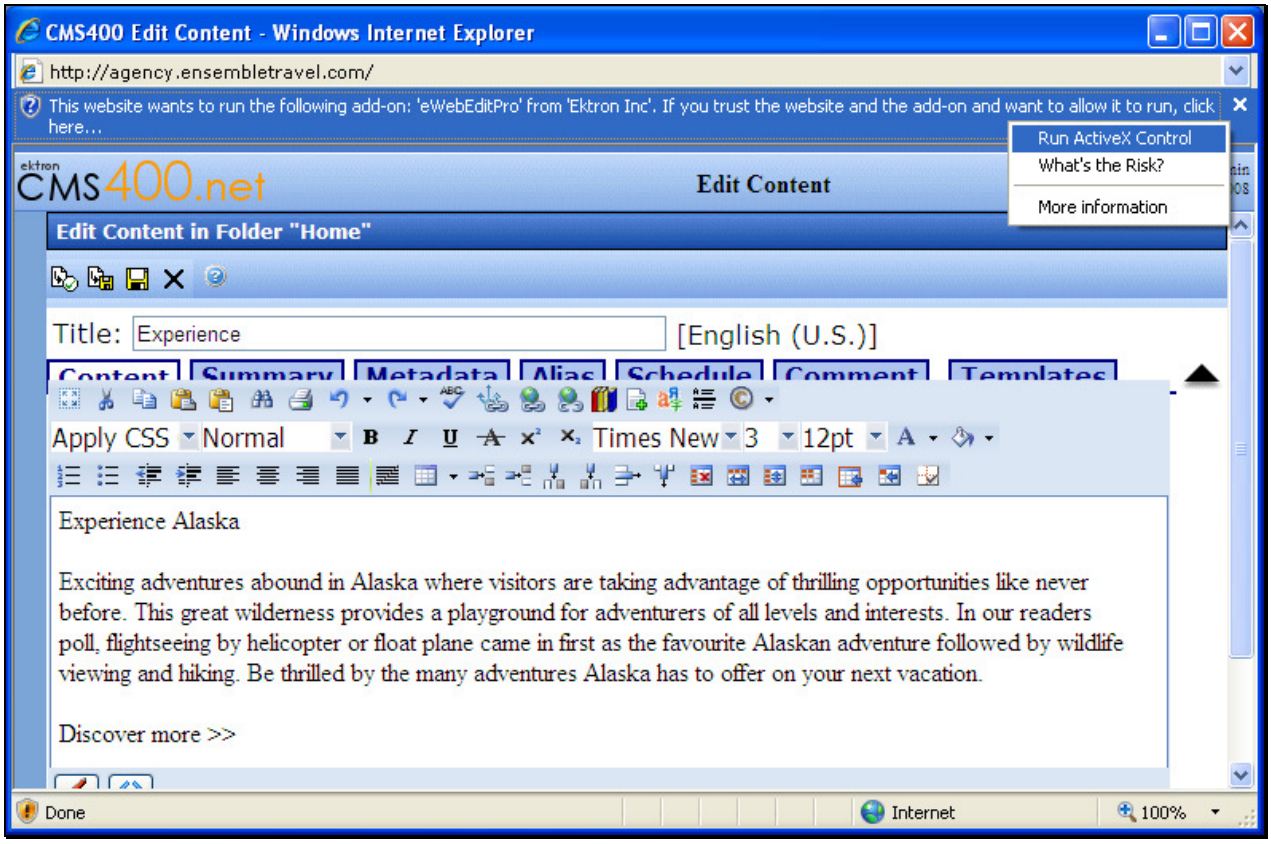
NOTE: If you are using **Microsoft Internet Explorer 6** (or earlier versions), you may need to install the CMS Editor tool (called eWebEditPro+XML) into your Web browser when you edit content for the first time. The installation process contains several steps, but is relatively straight-forward and should not require assistance in order to complete. Installation of the CMS Editor tool is a one-time only procedure.

If you encounter any problems during the installation of the CMS Editor, ensure that you are not blocking pop-up windows for your ClientSite, you allow the ActiveX control to be installed (when prompted), and you have the privileges to install new software on your computer.

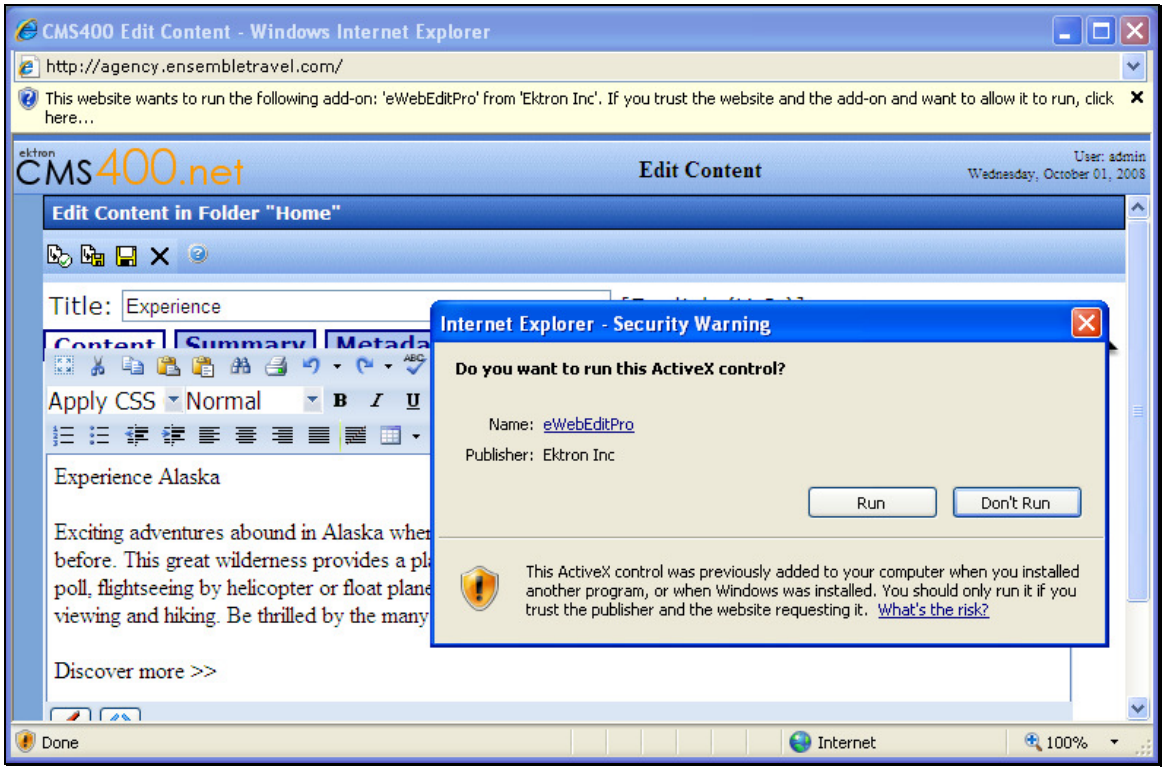
If required, you should install the CMS Editor tool on any computer you will be using to access your ClientSite. For example, you may wish to install the tool on the computer at your office and also on your home computer.

NOTE: An Internet connection is **always** required in order to access the CMS tool.

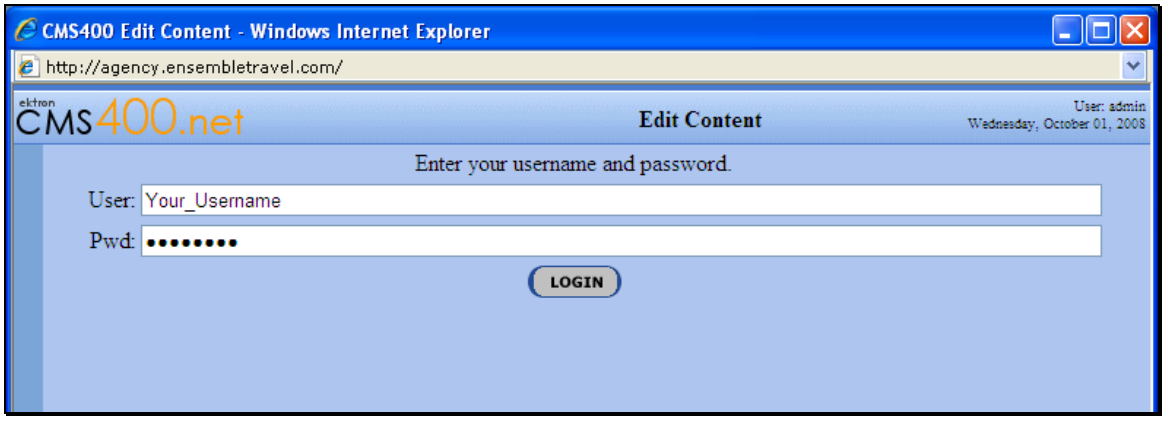
The following screen shots demonstrate how to install the CMS Editor into Microsoft Internet Explorer 6 (or earlier versions) when you edit content for the first time.


CMS400 Edit Content - Windows Internet Explorer
http://agency.ensembletravel.com/
This website wants to run the following add-on: 'eWebEditPro' from 'Ektron Inc'. If you trust the website and the add-on and want to allow it to run, click here...
Run ActiveX Control
What's the Risk?
More information
CMS400.net
Edit Content
Edit Content in Folder "Home"
Title: Experience
[English (U.S.)]
Content
Summary
Metadata
Alias
Schedule
Comment
Templates
Apply CSS
Normal
Times New
3
12pt
Experience Alaska
Exciting adventures abound in Alaska where visitors are taking advantage of thrilling opportunities like never before. This great wilderness provides a playground for adventurers of all levels and interests. In our readers poll, flightseeing by helicopter or float plane came in first as the favourite Alaskan adventure followed by wildlife viewing and hiking. Be thrilled by the many adventures Alaska has to offer on your next vacation.
Discover more >>
Done
Internet
100%

Click "Run ActiveX Control" from the notice bar.


CMS400 Edit Content - Windows Internet Explorer
http://agency.ensembletravel.com/
This website wants to run the following add-on: 'eWebEditPro' from 'Ektron Inc'. If you trust the website and the add-on and want to allow it to run, click here...
CMS400.net
Edit Content
User: admin
Wednesday, October 01, 2008
Edit Content in Folder "Home"
Title: Experience
Internet Explorer - Security Warning
Do you want to run this ActiveX control?
Name: eWebEditPro
Publisher: Ektron Inc
Run
Don't Run
This ActiveX control was previously added to your computer when you installed another program, or when Windows was installed. You should only run it if you trust the publisher and the website requesting it. What's the risk?
Apply CSS
Normal
Experience Alaska
Exciting adventures abound in Alaska
before. This great wilderness provides a
poll, flightseeing by helicopter or float
viewing and hiking. Be thrilled by the many
Discover more >>
Done
Internet
100%

Click Run from the pop up dialog box.



Enter your ClientSite user name and password to log into the CMS Editor and edit the content.

1.2. Accessing the CMS

You will need the following in order to access the CMS to add, edit, publish or delete content from your ClientSite:

- An Internet connection
- A Web browser
    - Microsoft Internet Explorer 5.5 or higher
    - Netscape Navigator 6.2 or higher
    - Mozilla Firefox 1.0 or higher
    - Safari
- Microsoft Windows PC running Windows ME, 2000, XP or Vista
- Mac running OSX
- A ClientSite user name and password

2. Using the Content Management System

2.1. Logging In

The process of logging into your ClientSite is a straight-forward process of supplying a user name and password. If you do not have a user name and password, contact your CMS Administrator. In most instances your CMS Administrator is the person at your agency responsible for managing your ClientSite.

To login:

1. Click on the

(Login) button at the bottom left side of your ClientSite home page.
2. Enter your user name and password in the pop-up window:

3. If the login is successful, the following four buttons will appear at the bottom left side of your ClientSite:

You are now able to access your ClientSite CMS in two different ways:

1. Via the Workarea (to **add** new or **edit** existing content), or
2. Directly from a Web page (to **edit** existing content).

NOTE: If the login is unsuccessful, you will be asked to re-enter your user name and password. By default your **user name** is NOT case-sensitive. However, your **password** IS case-sensitive. If you continue to have trouble logging in, ensure that your Web browser is set to accept cookies. If this does not help, contact your CMS Administrator.

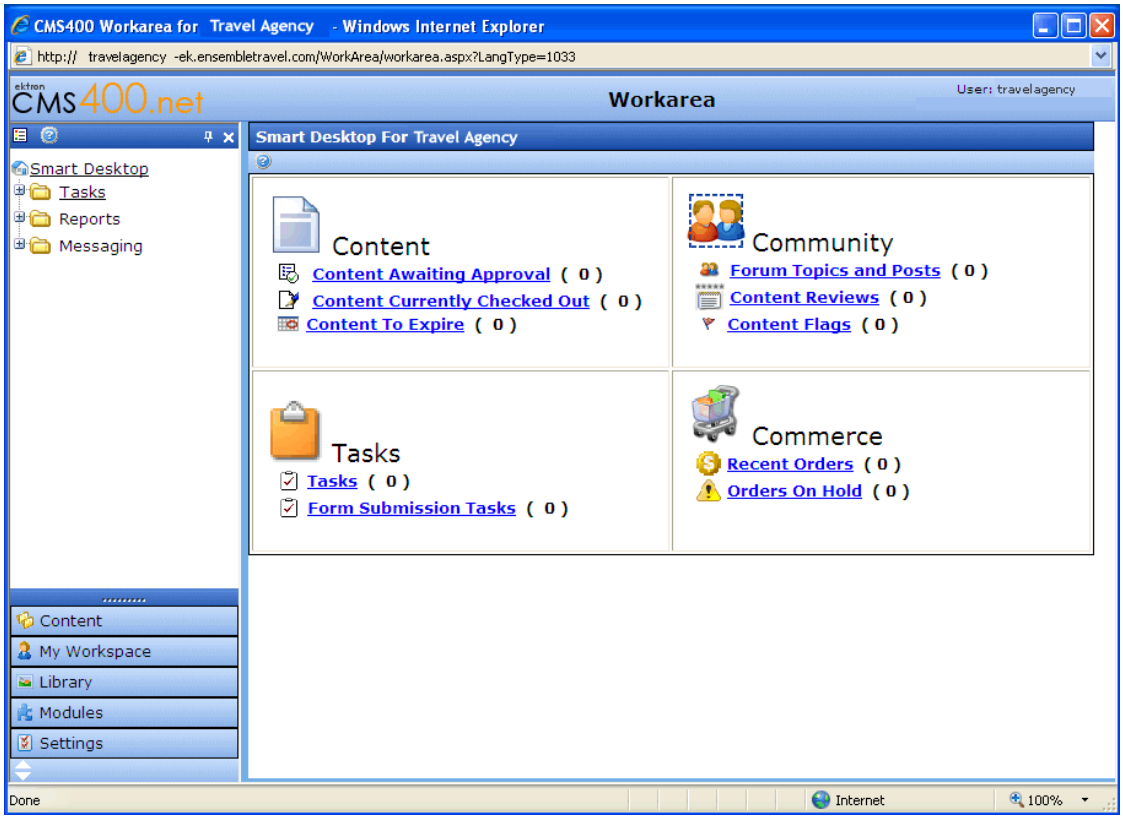
2.2. Understanding the CMS Workarea

The Workarea is a Web-based interface for accessing the full functionality of the CMS. You can access the Workarea by clicking the

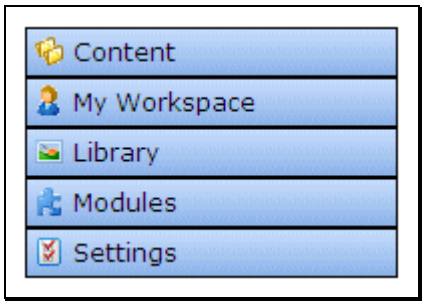
(Workarea) button at the bottom left side of each page of your ClientSite.

Contents of the CMS Workarea

When you first access your Workarea, your Smart Desktop is displayed. The following screen shot presents the basic components of the CMS Workarea on your Smart Desktop:



The left hand pane of the Workarea window provides links to a variety of areas of functionality. As you click on the links, corresponding pages will appear in the right hand pane of the Workarea window. The following functions are available within the CMS Workarea window:



- Content: View/add/edit/delete/publish Web content
- My Workspace: Network socially on the ClientSite
- Library: Store/manage links to images, files, and content
- Modules: Advanced functionality (not normally used by Content Authors)
- Settings: Access online documentation, change your password, email address, etc.

2.3. Understanding the CMS Editor

Whenever you add or edit Web content, you will use the WYSIWYG (**W**hat **Y**ou **S**ee **I**s **W**hat **Y**ou **G**et) CMS Editor. This tool is a Web-based tool that allows you to make changes to content in a feature-rich environment. Using the CMS Editor, you can:

- Add, edit and delete text elements
- Format text using **bold**, *italic*, underline, and named styles
- Align text in left, center and right alignments
- Add images and/or hyperlinks to your content
- Add numbered or bulleted lists
- Spell check your text
- Add tables to precisely control the layout of text

Below is an example of the WYSIWYG CMS Editor. The CMS Editor tool works just like a word processor (example: Microsoft Word). You can select the text and apply modifications, like alignment, **bold**, *italics*, or underline. You can also insert hyperlinks and pictures using the CMS Editor tool.

NOTE: All buttons shown above may not appear on your CMS Editor toolbar. The menus/tabs/toolbars on your ClientSite will reflect your permissions and the specific features implemented by your CMS Administrator. Specific, task-related help for each button is available in the online Help screen in the CMS Workarea.

2.4. Understanding the Content Publishing Process

About Content

What is a Content Block?

Your ClientSite consists of several Web pages. Each page is made up of one or more blocks of content (see image below). Content blocks are separate, uniquely identified items in the CMS. This means that two people can work on the same *Web page* at the same time, but only if they're working on two different *content blocks*.

Home
Promotions
Unique Travel
Travel Tools
About
Cruise »
Villas »
Hotels »
Cars »
Unique Travel
CONTENT BLOCK
Hotel & Resort Collection
A value-added hotel program designed to offer travellers 4 and 5 star luxury hotels with special amenities and competitive rates. There are approximately 200 hotels worldwide participating in the current program.
CONTENT BLOCK
Worldwide Spas
Our spa program was created to provide fast, easy online reservations with real-time availability and the best possible rates for spa vacations. It specializes in offering flexible vacation options to the health- and fitness-conscious traveler, who can count on them to save time and provide value.
CONTENT BLOCK
European Hotels

The Check-In/Check-Out Process

It is imperative that all users who access the CMS understand and correctly utilize the Check-In/Check-Out process when working with content on the ClientSite. Any time you edit content, it is first checked out to you. This process ensures that only one person has access to edit that content at any one time, thereby preventing accidental overwrites from occurring.

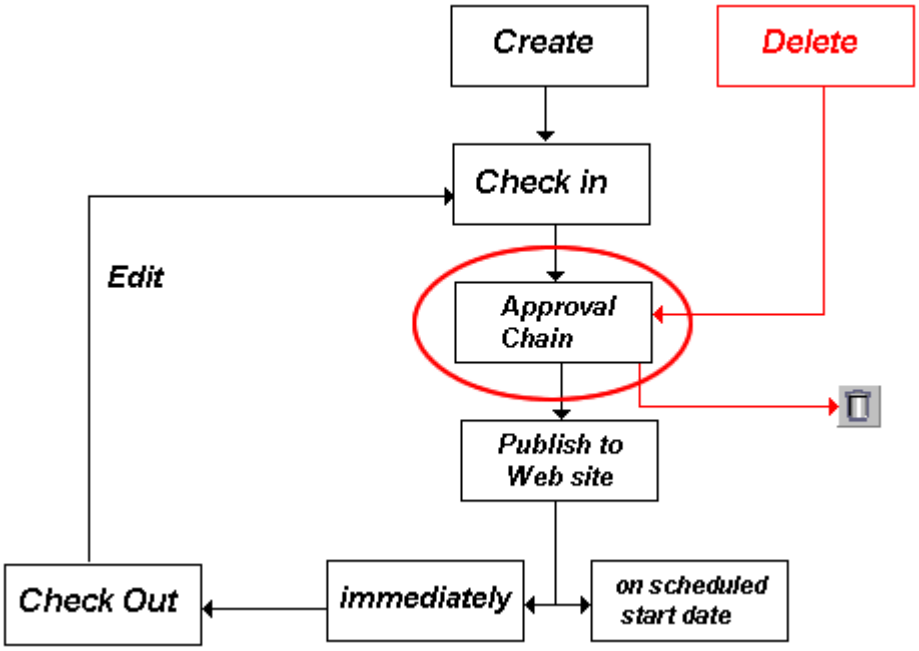
The Check-In/Check-Out process applies at a content block level, which means that two people can work on the same *Web page* at the same time, but only if they're working on two different *content blocks*.

NOTE: It is very important that you check your content in when you are done working on it. **Do not leave content in a checked out state**. If you are unavailable and someone else needs to make changes to a content block that is checked out, a CMS Administrator will need to forcibly check the content block back in to make it available and any edits you may have made will be lost. The content remains checked out to you until one of the following occurs:

- You select the (Cancel) option from the edit content toolbar (**NOTE**: this is different from the close window option at the top right corner of the Workarea).
- You select the (Check In) option from the edit content toolbar.
- You select the (Publish) option from the edit content toolbar.
- You select the (Submit) option from the edit content toolbar.
- The CMS Administrator forces the content block to be checked in.

The Publishing Approval Sequence

The following flowchart illustrates a content approval sequence for a ClientSite with users who do not have permission to publish directly to the ClientSite. If you are the CMS Administrator for your ClientSite, you will not have to request approval before publishing content.



If you do not have permission to publish content directly to the ClientSite, you will be notified via email when the content has been approved or declined by the CMS Publisher. If declined, a CMS Publisher will let you know what is needed to receive approval. In some instances your CMS Administrator may have defined more than one publisher's approval as necessary. If this is the case, once the first publisher has approved the content, it will be passed on to the next publisher, and so on until the approval chain is completed.

2.5. Using the CMS to Edit, Add and Delete Content

After logging into your ClientSite, the CMS can be utilized in two ways:

1. Using a Web browser to access and edit content on existing Web pages, or
2. Using the CMS Workarea to add new or edit existing content.

Using a Web Browser to Edit Content

The easiest way to access the CMS functionality of your ClientSite is by using your Web browser. When you are logged in, and not in preview mode, you will see small, round icons above the blocks of CMS-managed content. As you move your mouse over these icons, a drop-down toolbar will appear. By selecting EDIT from the toolbar, you can access the CMS and edit the content.

NOTE: The items on the toolbar will vary depending upon the permissions granted to you, whether the content is available for editing, and other factors. For example, if you try to edit content someone else has already checked out and is in the process of editing, you will not see the EDIT link in the drop-down toolbar because two users cannot edit the same *content block* at the same time.

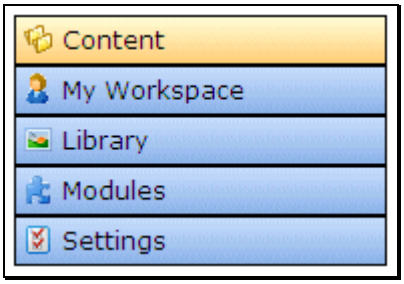
Using the Workarea to Add or Edit Content

You can use the CMS Workarea to add new content to your ClientSite. In order to do this, follow the process outlined below:

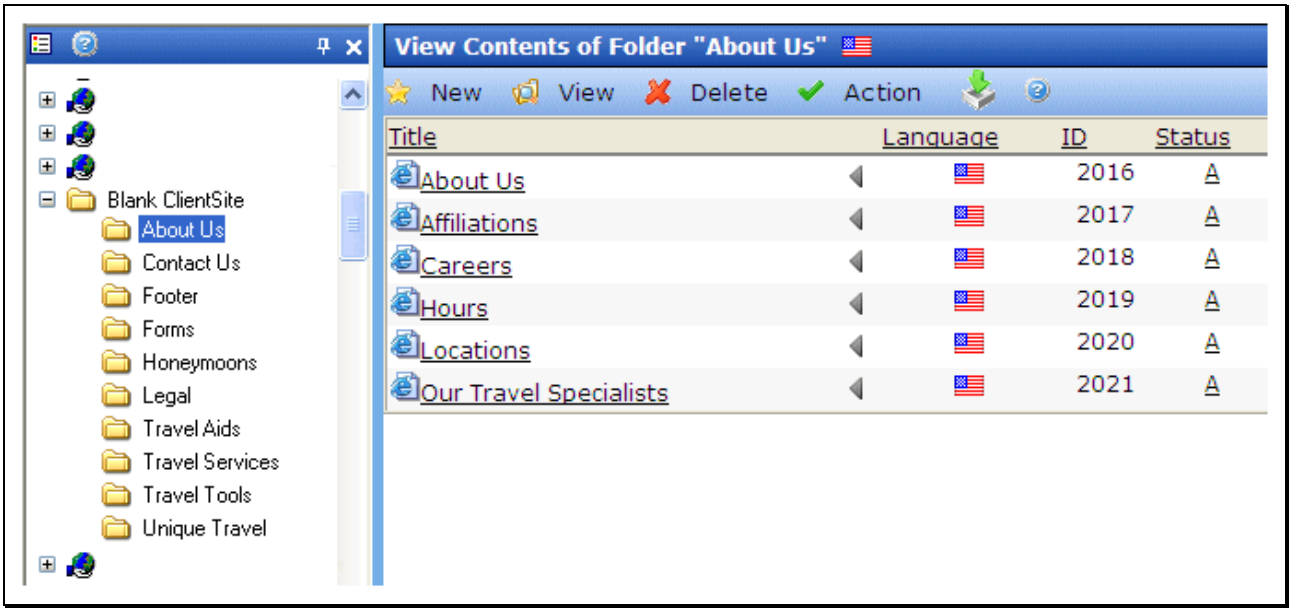
1. Open the CMS Workarea by clicking the

(Workarea) button at the bottom left side of your ClientSite.

2. Click the Content link.

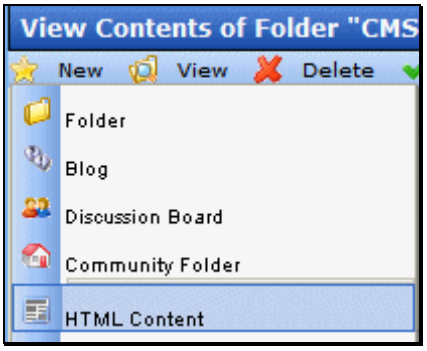


3. Navigate to the Content Folder most closely related to the new content. For example, if you'd like to add content related to your agency's front-line staff, click the About Us folder.

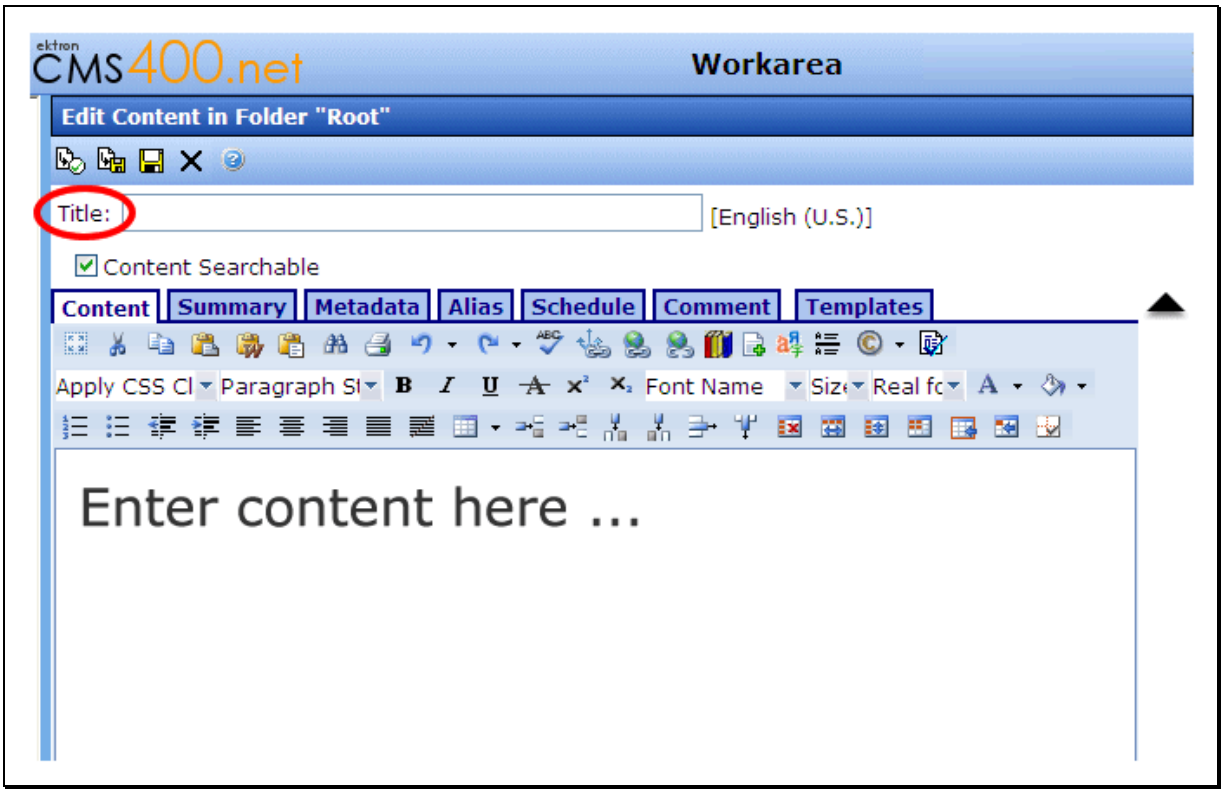


4. Move your cursor over the NEW pull-down menu (

) on the toolbar in the right hand pane of the Workarea window and select the HTML Content option.

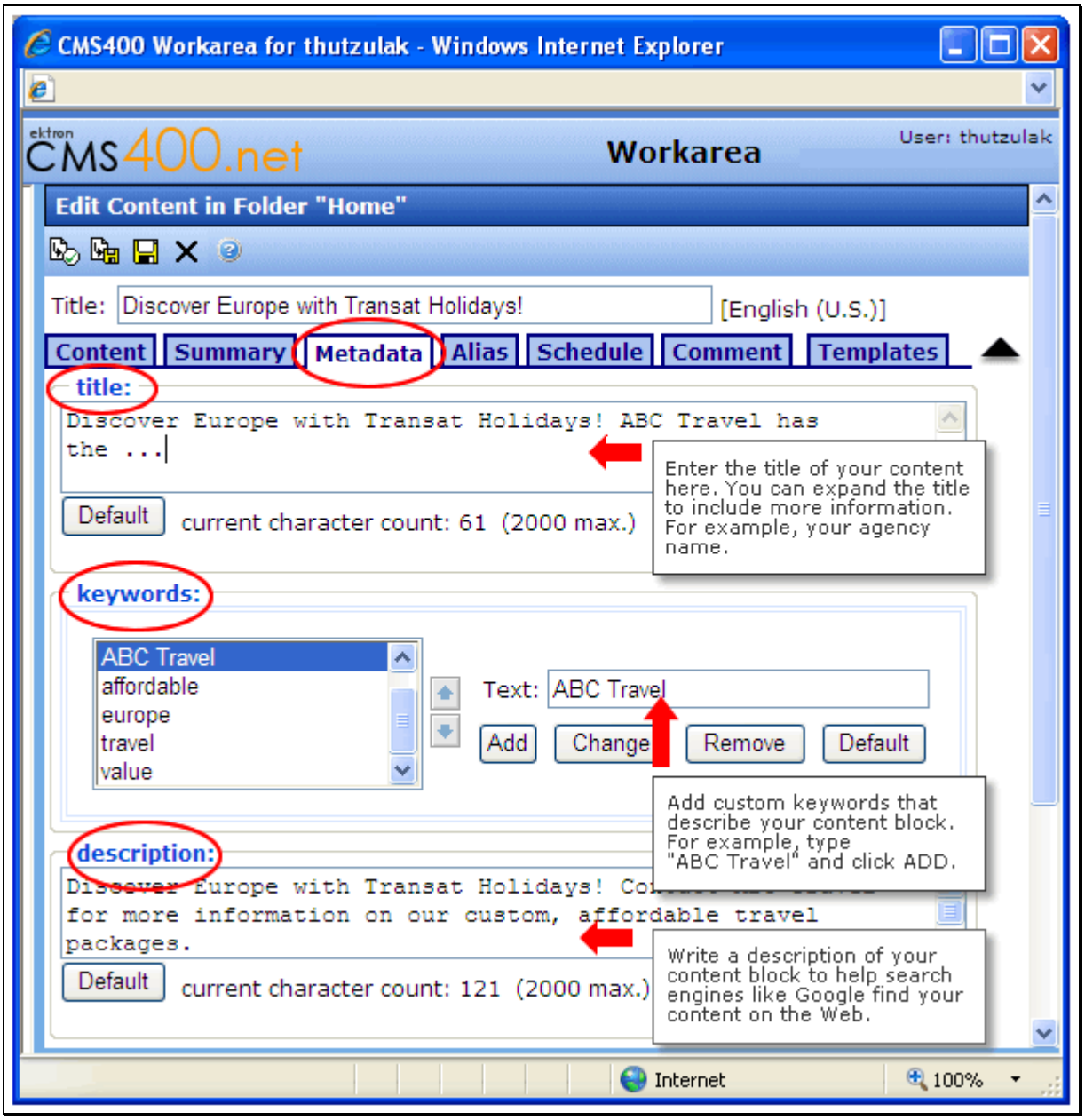


5. This will open the CMS Editor tool and allow you to add content. Start by entering the title for your new content in the **TITLE** field then enter the new content in the area below. You can use the list of styles, heading types, and other Editor features as needed to style the content appropriately as you do in Word:



Additional Content Options

- Select the Summary tab and enter a summary of the content. The summary you enter may be displayed by a content collection, list summary, or search results.
- Enter relevant metadata information.



- In the Schedule tab, enter a start date for when the content should appear. You can use the calendar icon next to the start date to select a date.
    - Enter the end date for when the content should no longer be publicly visible on your ClientSite - this is an optional step. If you enter an end date, be sure to select the appropriate option to indicate what action should be taken when the date occurs.
        - Archive and remove from ClientSite (expire).
        - Archive and remain on ClientSite.
        - Add to the CMS Refresh Report.
- Enter any comments you have about the content in the Comments field. This is only for internal use and will only be displayed as commentary for the content's history and archive.

6. When you are satisfied with the new content, press the (Save and Publish / Save and Submit) icon to check-in the new content and, if necessary, notify the publisher of their need to review and accept/decline the content. The content will appear on your ClientSite after it has been reviewed and approved by the content publisher.

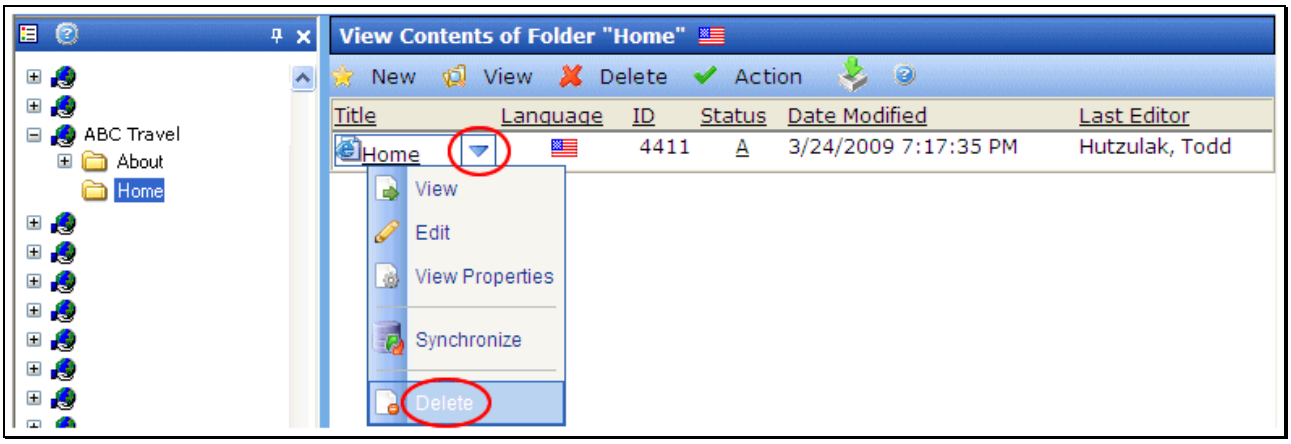
Deleting Content

Although a CMS Administrator may be able to restore deleted content in some circumstances, deleting content may have serious consequences. Use the Delete command with caution.

NOTE: You may or may not be able to delete content based on the permissions associated with your ClientSite user profile.

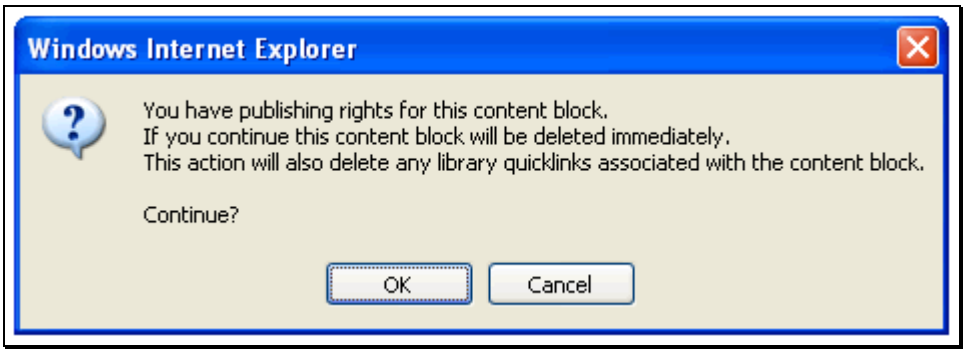
To delete content:

1. Login to the CMS and open the CMS Workarea.
2. Navigate to the appropriate Content folder in the left hand pane of the Workarea window.
3. Click on the arrow to the right of the title of the content you wish to delete in the right hand pane of the Workarea window.
4. Click DELETE from the drop-down menu.



(continued …)

5. Based on your permission settings, one of the following two confirmation dialogs will be displayed:


Windows Internet Explorer
You have publishing rights for this content block.
If you continue this content block will be deleted immediately.
This action will also delete any library quicklinks associated with the content block.
Continue?
OK
Cancel

Microsoft Internet Explorer
Are you sure you wish to submit this content block to the approvers for deletion?
This content will be deleted once the entire list of approvers has approved this request.
This action will also delete any library quicklinks associated with the content block.
Continue?
OK
Cancel

6. Click OK and the content will be deleted immediately or a delete request will be sent to the CMS Publisher for approval. As soon as the request is approved, the content block will be deleted.

2.6. Adding Images

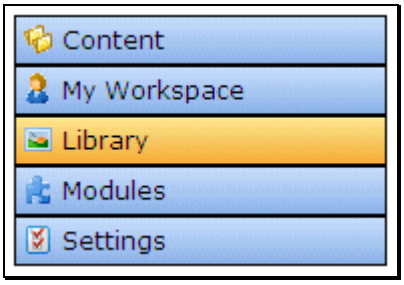
Before you can insert an image into your content, it must first be added to the CMS Library.

Adding an Image to the CMS Library

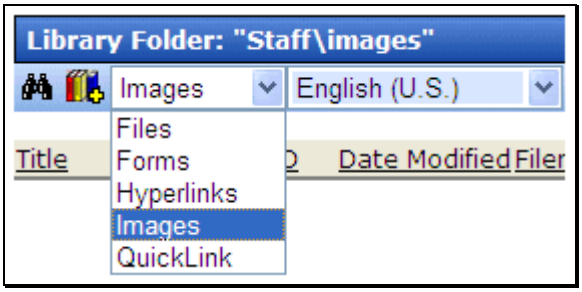
To add an image to the library:

1. Open the CMS Workarea by clicking the Workarea button

2. Click the Library tab at the lower left corner.

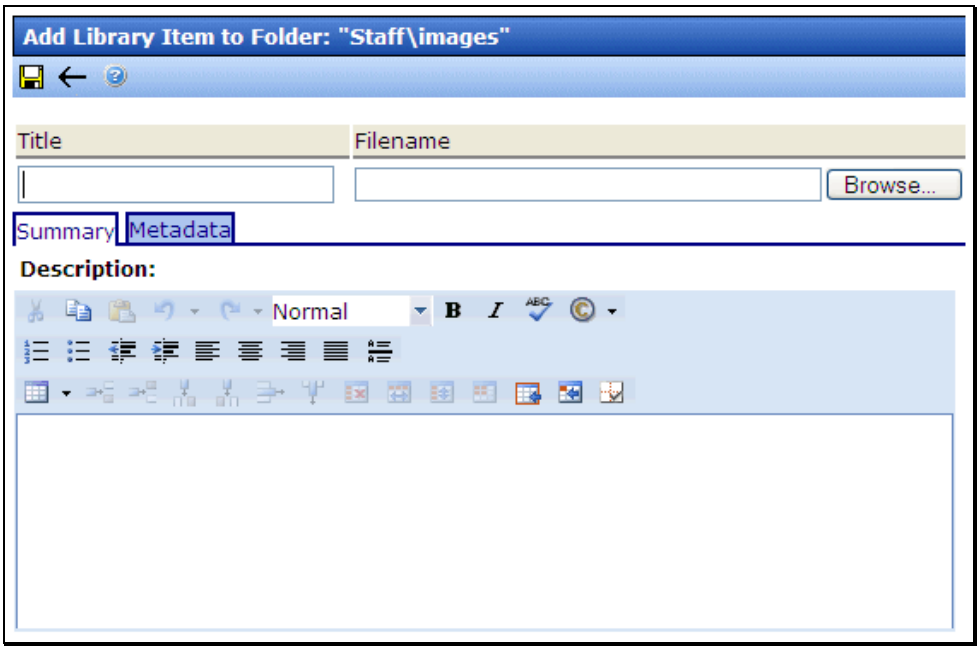


3. From the folder structure in the left hand pane of the Workarea window, select the folder where you'd like to add the image. **NOTE**: Folders under the Library tab correspond with those under the Content tab, so place the image in the folder where the corresponding content is stored.
4. In the right hand pane of the Workarea window, select IMAGES from the drop-down list beside the (Add to Library) icon.



5. Click the (Add to Library) button.

6. The Add File screen appears.



7. Click the Browse button to locate the image on your computer you'd like to add to the CMS Library.

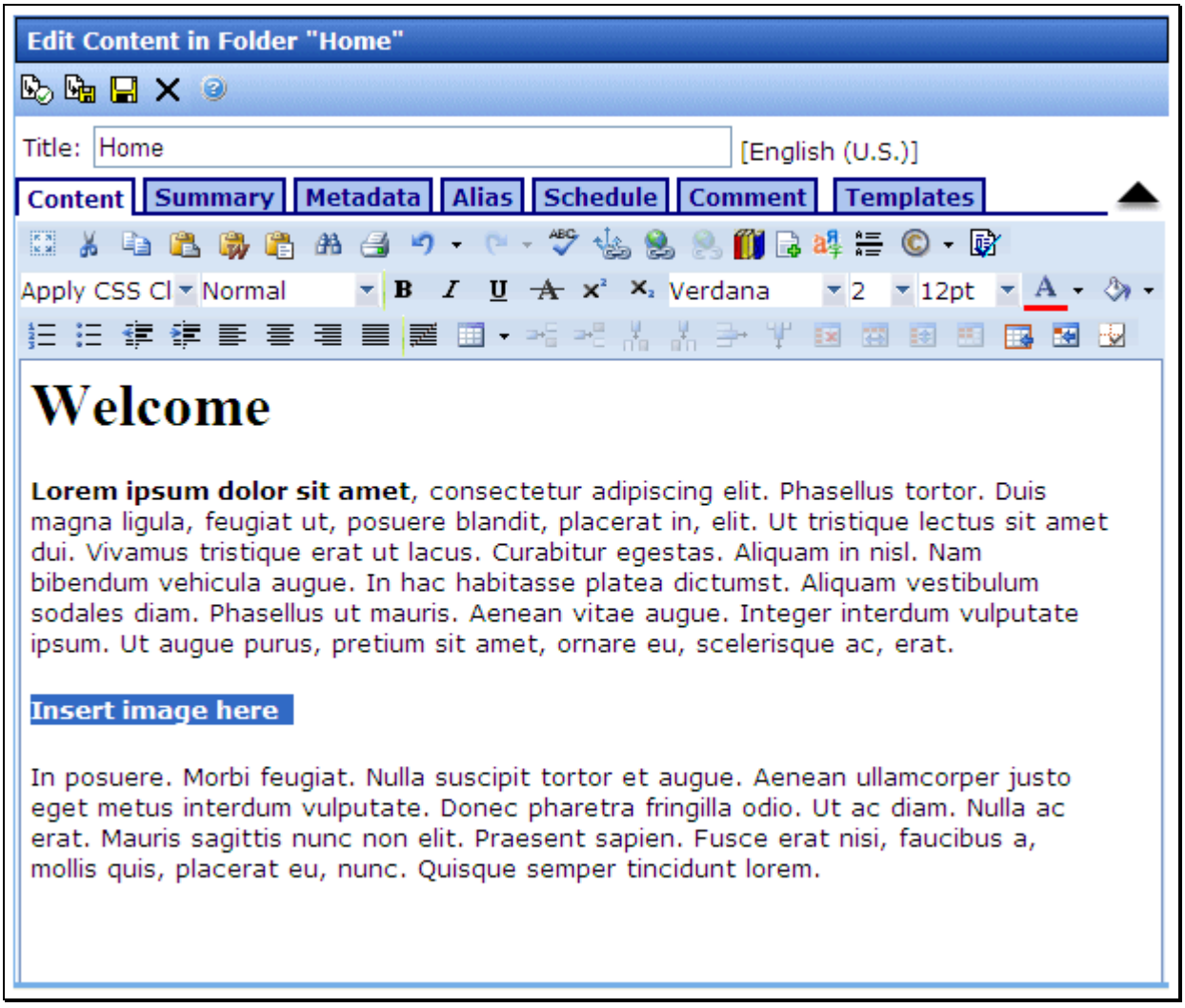
8. Enter the necessary information according to the following:
   Title: Enter a title for the image to be copied.
   Filename: Enter the path to the image to be copied. You can use the Browse button to find it on your computer.
   Description: You can enter a full text description to help other users identify this image.

9. Click the (Save) button. The image is now added to the CMS Library. Users with permissions to the selected folder can insert the image into their content.

Inserting an Image into your Content

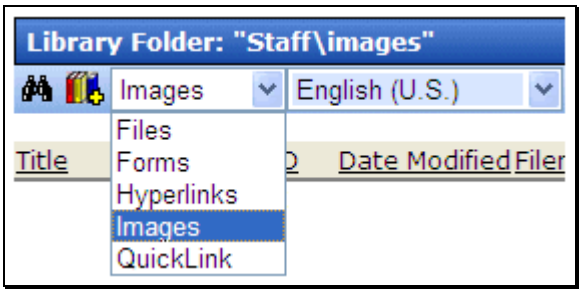
You can use the Library feature to insert images while adding or editing content. To add an image, follow the process described below:

1. While editing your content, place the cursor where you would like to insert the image.


Edit Content in Folder "Home"
Title: Home
[English (U.S.)]
Content
Summary
Metadata
Alias
Schedule
Comment
Templates
Apply CSS Cl
Normal
Verdana
2
12pt
Welcome
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus tortor. Duis magna ligula, feugiat ut, posuere blandit, placerat in, elit. Ut tristique lectus sit amet dui. Vivamus tristique erat ut lacus. Curabitur egestas. Aliquam in nisl. Nam bibendum vehicula augue. In hac habitasse platea dictumst. Aliquam vestibulum sodales diam. Phasellus ut mauris. Aenean vitae augue. Integer interdum vulputate ipsum. Ut augue purus, pretium sit amet, ornare eu, scelerisque ac, erat.
Insert image here
In posuere. Morbi feugiat. Nulla suscipit tortor et augue. Aenean ullamcorper justo eget metus interdum vulputate. Donec pharetra fringilla odio. Ut ac diam. Nulla ac erat. Mauris sagittis nunc non elit. Praesent sapien. Fusce erat nisi, faucibus a, mollis quis, placerat eu, nunc. Quisque semper tincidunt lorem.

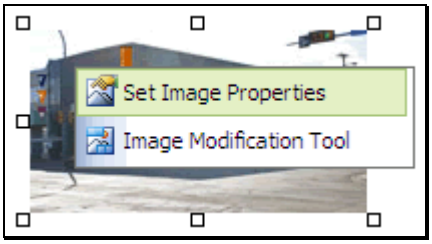
2. Click the Library icon .

3. Select Images from the pull-down list in the right hand pane of the Library window and then navigate to the folder containing the image you would like to insert into your content from the list of folders in the left hand pane of the Library window.



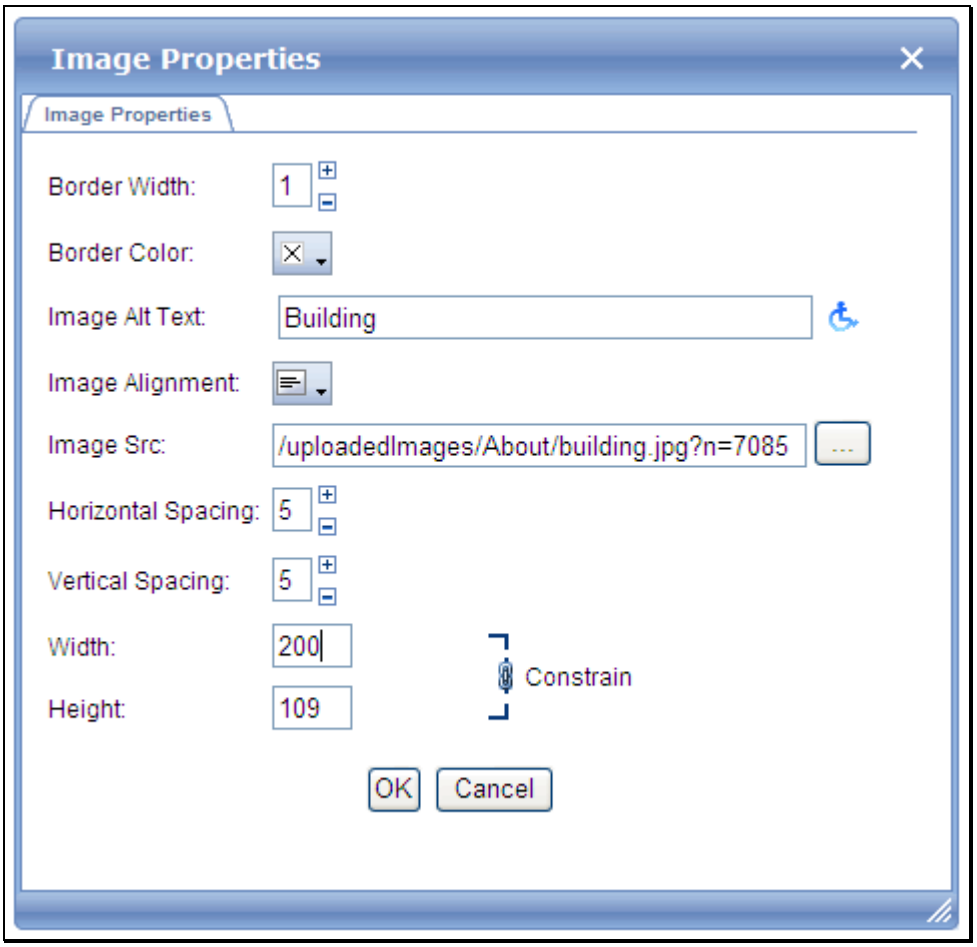
4. Double-click the title of the image to insert the full size image version of it into your content or click the (thumbnail) icon to insert a small likeness of the original image, which viewers can click to expand.

5. To modify the properties of the inserted image (border, alignment, spacing, etc.), right-click the image to open the Set Image Properties dialogue box.



(continued …)

6. When you have finished modifying the image, press OK.



NOTE: If you forget to make changes to a picture after you have added it to the content block, you can select the picture and press the Picture icon in the CMS Editor tool to bring the Picture Properties box back up.

2.7. Adding Hyperlinks

This section describes the set of hyperlink tools. Hyperlinks are one of the most important aspects of any Web site. There are a number of different kinds of hyperlinks that can be added, including links to other Web sites, links to other pages within your site, links that send an email and links to places within the current Web page. Generally speaking, you add a hyperlink to either a piece of selected text or to an image. Before proceeding, you should have the CMS Editor open and have either text or a picture selected.

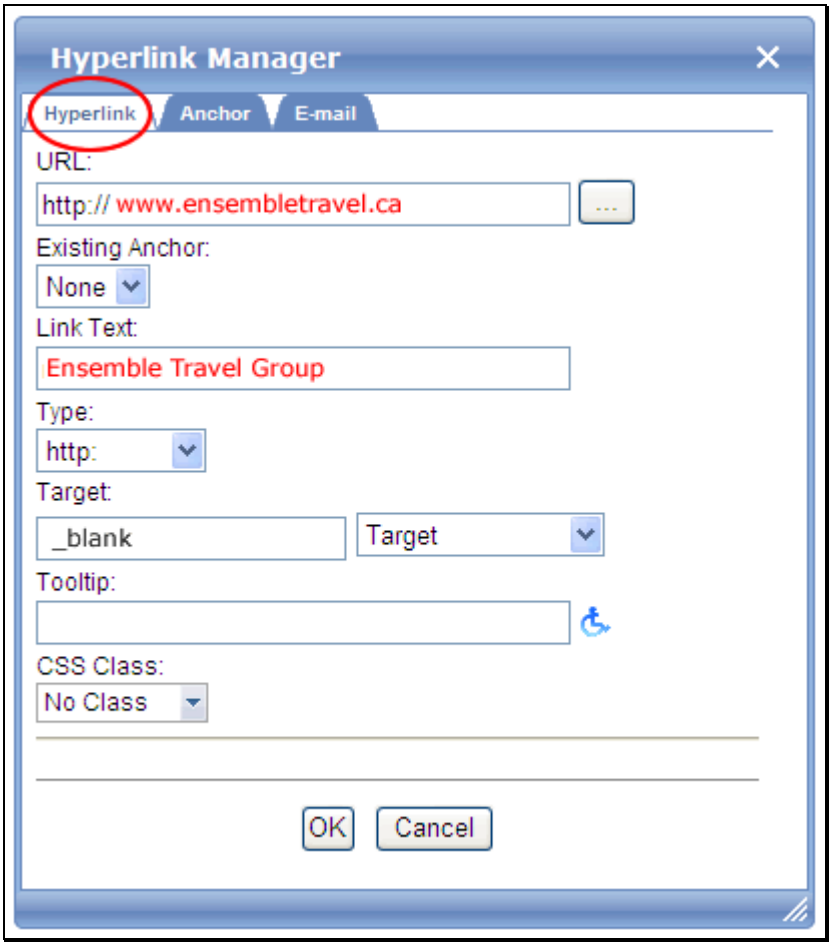
Adding Hyperlinks to other Web sites

To add a hyperlink to another Web site:

1. Select the text that will become the hyperlink.

(continued …)

2. Click the (Hyperlink Manager) icon on the toolbar. The Hyperlink dialog will appear.



3. Enter the URL of the Web site you'd like to link to in the URL field.
4. Ensure that the actual text of the link is accurate in the Link Text field.
5. Select "New Window" in the Target frame drop down box if you'd like the Web site to open in a new browser window ("_blank" will appear in the Target field). Select "Same Window" in the Target frame drop down box if you'd like the Web site to open in the existing browser window ("_self" will appear in the Target field).
6. Press OK to complete the link.

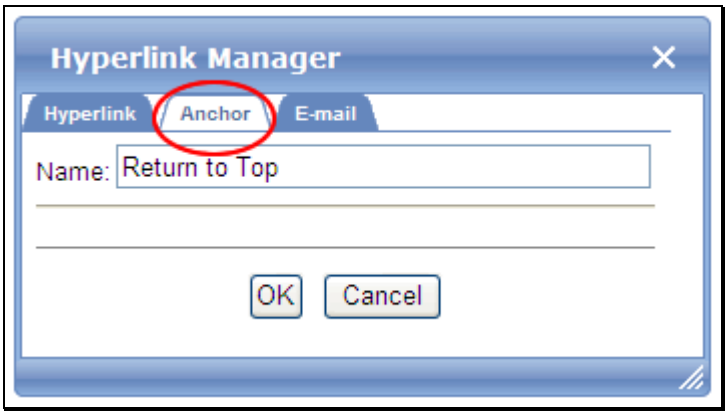
Adding Anchor Links

There may be times when you have a long Web page and want to add links that will quickly take the user to a specific point in the page. To do this, you must create:

- An ANCHOR link, the place on the Web page to jump *to* when a user clicks the source link, and
- A SOURCE link, the text a user clicks to jump to the specific point on the Web page.

To create an anchor link:

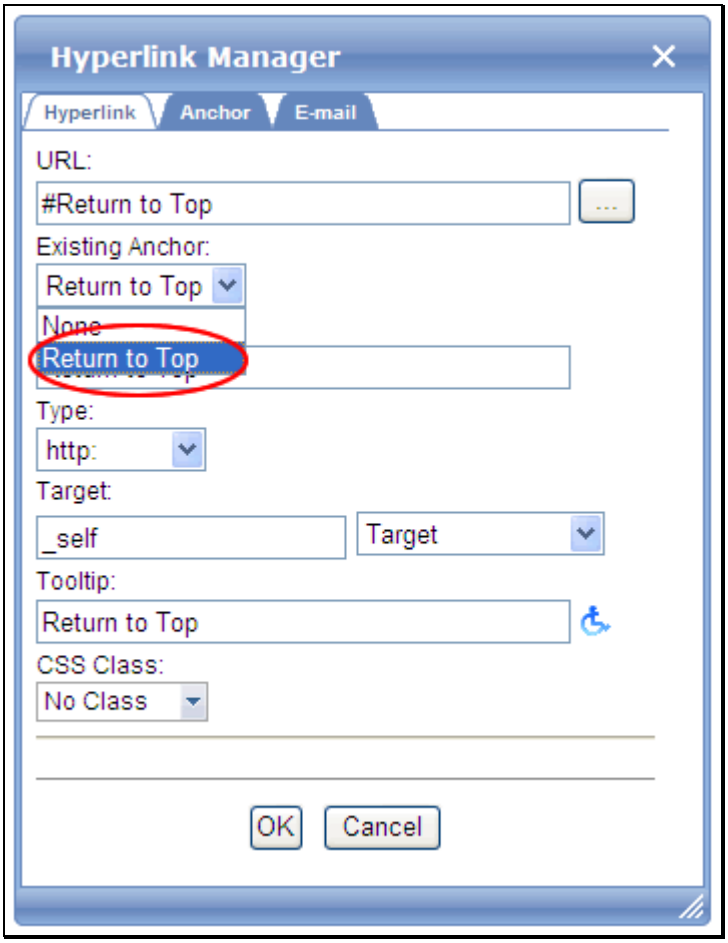
1. While editing content using the CMS Editor tool, move your cursor to the place you'd like to create an anchor point and click to position your cursor there.
2. Click the (Insert Anchor) icon, provide a name for the bookmark in the NAME field, and then click the OK button.



3. The editor screen redisplays. **NOTE**: The bookmark does not appear on the page.

(Continued …)

4. After you have created the anchor link, select the source text that you'd like to link to the anchor and click the (Hyperlink Manager) icon. The Hyperlink Manager dialog appears with the Hyperlink tab selected:

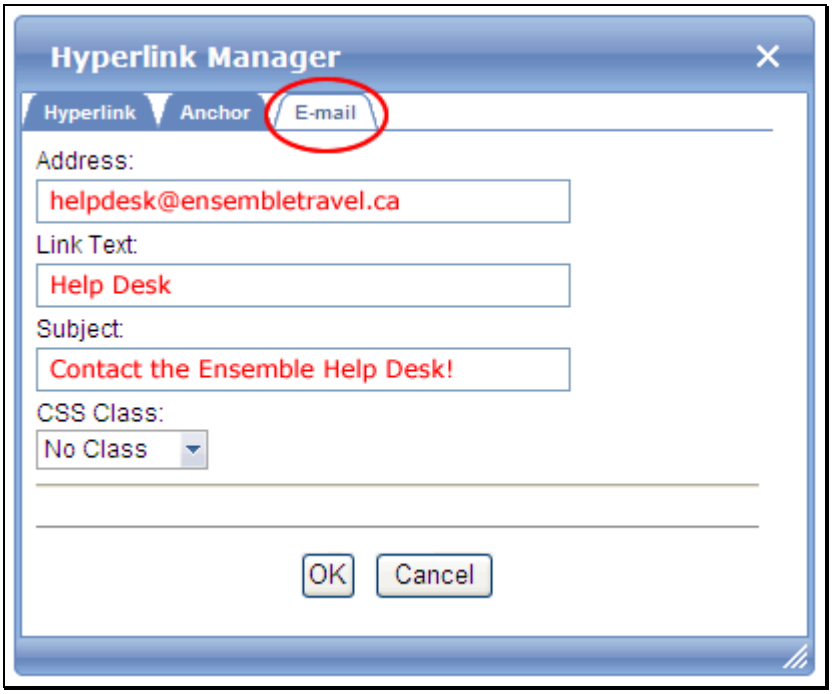


5. From the Existing Anchor drop-down menu, select the name of the bookmark you wish to link to.
6. Click the OK button to complete the link.

Adding Email Links

Adding mailto: links is very similar to the external hyperlink process described above. Follow these steps to add a link that will open a new email addressed to a specific recipient:

1. Select the text that will become the hyperlink.
2. Click the (Hyperlink Manager) icon on the toolbar. The Hyperlink dialog will appear.
3. Select the E-mail tab:



4. Enter the email address of the recipient in the Address field. The text you selected for the link will appear in the Link Text field. You can also include a subject for the email in the Subject field. See the image above.
5. Press OK to complete the link.

Adding Links to Files

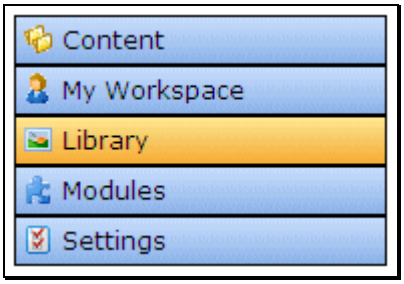
To create a link to a file - for example, a PDF file or a Microsoft Word document, the file must first be added to the CMS Library.

Adding a File to the CMS Library

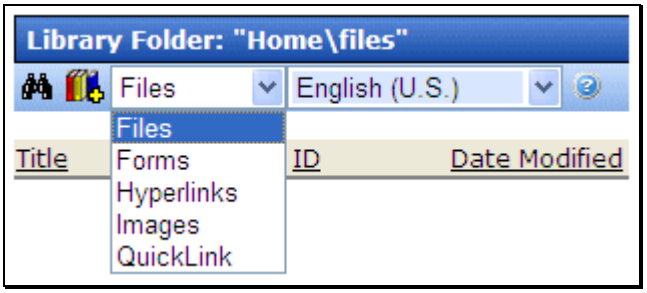
To add a file to the CMS Library:

1. Open the CMS Workarea by clicking the Workarea button

2. Click the Library tab at the lower left corner.

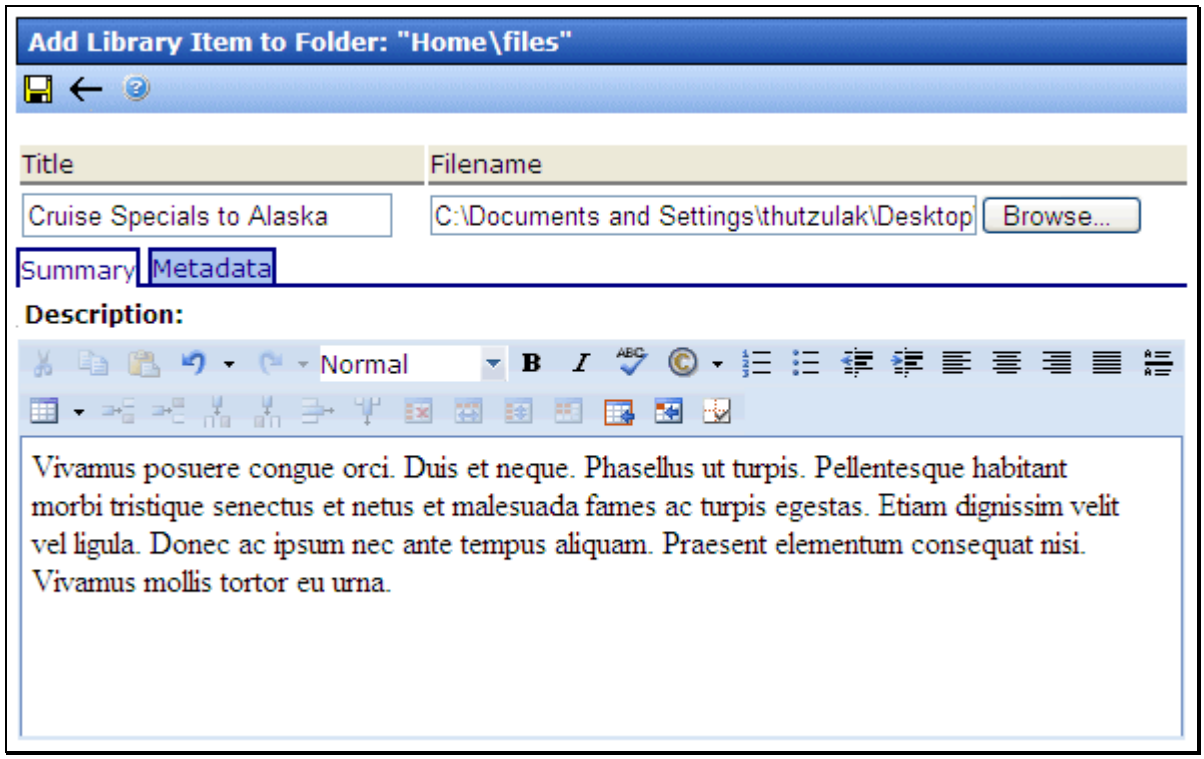


3. From the folder structure in the left hand pane of the Workarea window, select the folder where you'd like to add the file. **NOTE**: Folders under the Library tab correspond with those under the Content tab, so place the file in the folder where the corresponding content is stored.
4. In the right hand pane of the Workarea window, select Files from the drop-down list near the top.



5. Click the (Add to Library) button.

6. The Add File screen appears.


Add Library Item to Folder: "Home\files"
Title
Filename
Cruise Specials to Alaska
C:\Documents and Settings\thutzulak\Desktop
Browse...
Summary
Metadata
Description:
Normal
Vivamus posuere congue orci. Duis et neque. Phasellus ut turpis. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Etiam dignissim velit vel ligula. Donec ac ipsum nec ante tempus aliquam. Praesent elementum consequat nisi. Vivamus mollis tortor eu urna.

7. Click the Browse button to locate the file on your computer you'd like to add to the CMS Library.

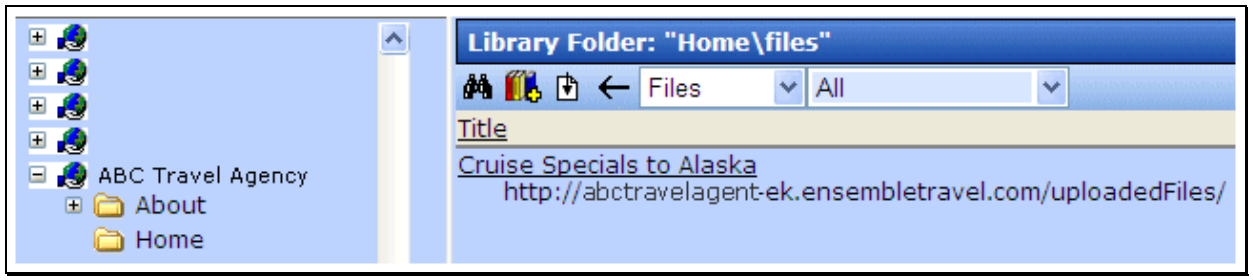
8. Enter the necessary information according to the following:
   Title: Enter a title for the file to be copied.
   Filename: Enter the path to the image to be copied. You can use the Browse button to find it on your computer.
   Description: You can enter a full text description to help other users identify this file.

9. Click the (Save) button. The file is now added to the CMS Library.

Linking to a File

To create a link to a file:

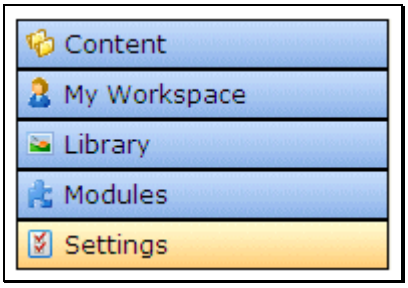
1. While editing content using the CMS Editor tool, select the text that will link to the file.
2. Click the (Library) icon to open the Library window.
3. Select Files from the pull-down list of object types and navigate to the location of the file you wish to link to.

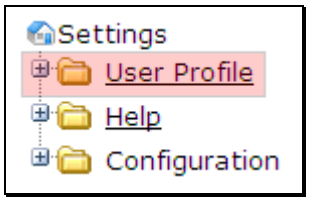


4. Select the title of the file you wish to insert a link to and press the (Insert) icon, or simply double-click the file's title.

2.8. Changing Your Password/User Profile

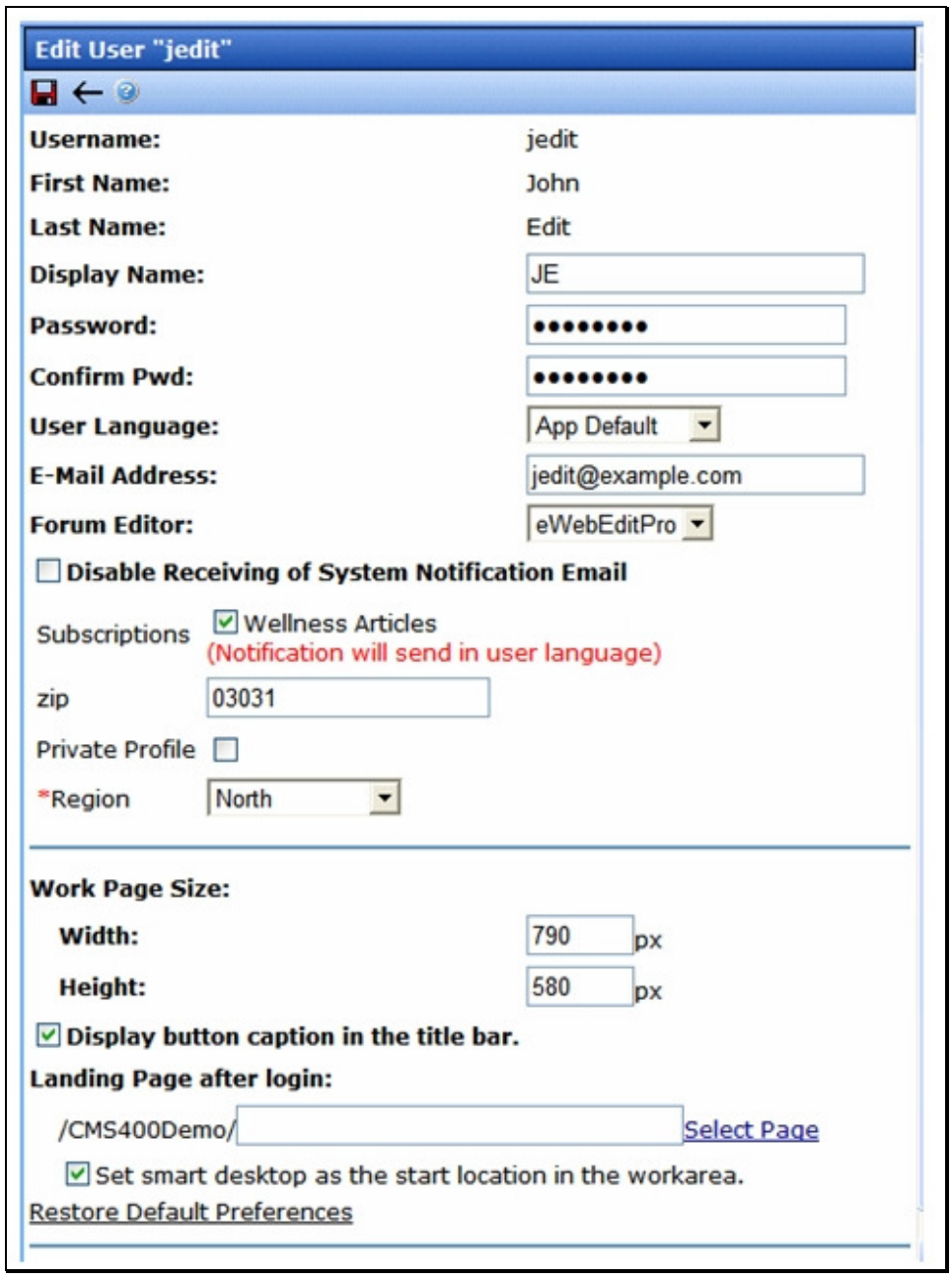
To change your CMS password or other user profile information:

1. Login to the CMS and open the CMS Workarea.
2. Select the 

(Settings) link from the bottom left corner of the Workarea.
3. Click the 

User Profile link from the left side navigation to review your user profile information.
4. Click the edit icon to make changes. A screen similar to the one below appears, allowing you to change your password, email address, landing page after login, and Web alert subscriptions (if any exist).

(continued …)



NOTE: You must leave the box labelled "Disable Receiving of System Notification Email" **unchecked** in order to participate in the publishing process.

5. Press the Save icon to save your changes.

3. Help & Other Resources

As mentioned in the Overview, this document is not the only guide to the functionality and features of your Ensemble Travel® Group ClientSite. A comprehensive reference manual describing all functionality and features is available:

- Online, (once you've logged into your ClientSite) by clicking on User Manual from the Help link in the Settings section of the content management system (CMS) Workarea of your ClientSite.
- In PDF format, upon request.

In-depth training on how to use your ClientSite is also available by:

- Scheduled webinars, and
- Phone.

If you have any questions or concerns regarding your ClientSite, please contact the following:

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